Message relevancy and target audience are integral parts of online advertising, which is usually not easy to achieve. Segmentation and targeting can be perfect only if you can utilize detailed information about website behavior. Collecting rich activity data and passing it to multiple ad networks is a complicated, expensive and time-consuming endeavor.

To be effective, display ad campaigns must deliver highly relevant messages to audiences visiting external websites. When advertisers and ad networks use detailed information about website behavior, better segmentation and targeting are achieved. You need a solution that helps you optimize your online marketing capabilities with increased ad conversion rates at reduced costs.

**IBM AdTarget—target through display ads**

With IBM® AdTarget, you can reduce your marketing costs while you target highly relevant audiences. Visitor activity metrics help you develop specific audience segments and allow you to analyze the performance of display ad campaigns through a single view. AdTarget extends your online capabilities so you can increase your visitor reacquisition, audience reach and ad conversion.
IBM AdTarget is a data syndication platform and online marketing application that helps enable personalization and optimization of display advertising campaigns. The solution utilizes granular visitor activities captured by IBMs to enable delivery of highly relevant display ads and increase visitor reacquisition rates.

The IBM AdTarget advantage
IBM is the only business optimization solutions provider to offer true integration of display ad syndication with powerful web analytics. With industry-leading Lifetime Individual Visitor Experience profiles (IBM Digital Analytics LIVE Profiles) that power each IBM Digital Analytics online marketing solution, and a standardized web analytics tagging approach, IBM offers distinct advantages including:

- **Simplified tagging**: To measure how effectively online ad campaigns influence website visitor reacquisition, conversion and retention, advertisers must tag their web pages with code specific to each ad network they intend to use. By using the IBM tags already in place, clients do not need to maintain multiple site tags, thereby reducing the implementation complexity and IT dependency.

- **Robust LIVE profiles**: IBM stores all visitor behavior and profile information in a unified data repository that is shared across the IBM Digital Marketing Optimization Suite. Every IBM Digital Analytics solution further enriches IBM Digital Analytics LIVE Profiles while maintaining a single source of truth for marketers and advertisers—thereby turning LIVE profiles, in time, into a strategic asset for the entire organization.

- **Powerful click and impression attribution**: To understand the role that display ad campaigns play in the marketing mix, IBM offers IBM Digital Analytics Impression Attribution—a unique attribution solution that demonstrates the interplay between display ads and subsequent website behaviors and conversions. The solution helps customers identify their best reacquisition and conversion campaigns and optimize their marketing mix. IBM Digital Analytics Impression Attribution is offered for an additional charge.
**Optimize visitor reacquisition**

IBM AdTarget extends groundbreaking capabilities for online advertisers, including:

- **Intelligent data syndication**: Increase visitor reacquisition with more effective display advertising campaigns fueled by rich website visitor behavior data.

- **Increased audience reach**: Place more relevant ads before larger, segmented audiences, by simultaneously managing multiple IBM certified AdTarget partners.

- **Increased Return on Advertising Spend (ROAS)**: Reduce marketing costs by avoiding targeting visitors who are already registered and increase ad conversion through personalized messages.

**IBM AdTarget at a glance**

- Drag and drop IBM certified partners via the Integrate user interface for powerful, yet simple data syndication configuration.

- Develop specific audience segments using a rich set of visitor activity metrics.

- Edit, add and delete new segments to accommodate changing data needs.

- Analyze the performance of display ad campaigns through a single view.

- Monitor and manage your syndication configuration with each individual IBM certified partner.

- Utilize the standardized IBM tags you have to syndicate segments using rich activities data.

IBM AdTarget enriches your online advertising by delivering highly relevant messages to a segmented audience. You can measure the effectiveness of your online ad campaigns and the resultant influence on website visitors. The rich set of information on granular visitor activities and profile information helps target a specified audience to increase ad click-through and conversion rates.

**About IBM Enterprise Marketing Management**

The IBM Enterprise Marketing Management (EMM) Suite is an end-to-end, integrated set of capabilities designed exclusively for the needs of marketing and related organizations. Integrating and streamlining all aspects of marketing, IBM’s EMM Suite empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, efficient, timely, and measurable business outcomes.

Delivered on premises or in the Cloud, the IBM EMM Suite of software solutions gives marketers the tools and insight they need to create individual customer value at every touch. The IBM EMM Suite helps marketers to understand customer wants and needs and leverage that understanding to engage buyers in highly relevant, interactive dialogs across digital, social, and traditional marketing channels.

Designed to address the specific needs of particular marketing and merchandising users, the IBM EMM Suite is comprised of five individual solutions. Digital Marketing Optimization enables digital marketers to orchestrate relevant digital interactions to attract and retain new visitors and grow revenue throughout the customer’s lifecycle. With Customer Experience Optimization eCommerce professionals can turn visitors into repeat customers and loyal advocates by improving the digital experience of every customer. With Cross-Channel Marketing Optimization customer relationship marketers can engage customers in a one-to-one dialogue across channels to grow revenue throughout the customer’s lifecycle. Price, Promotion and Product Mix Optimization allows merchandisers and sales planners to make price, promotion and product mix decisions that maximize profit and inventory utilization. And with Marketing Performance Optimization, marketing leaders, planners and decision-makers can model and assess mix, and manage marketing operations to maximize ROI.

Over 2,500 organizations around the world use IBM EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results. IBM’s time-tested and comprehensive offerings are giving companies such as Dannon, E*TRADE, ING, Orvis, PETCO, Telefónica Vivo, United Airlines and wehkamp.nl the power and flexibility required to provide their customers and prospects with what they expect today—a more consistent and relevant experience across all channels.
For more information
To learn more about IBM AdTarget, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:
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